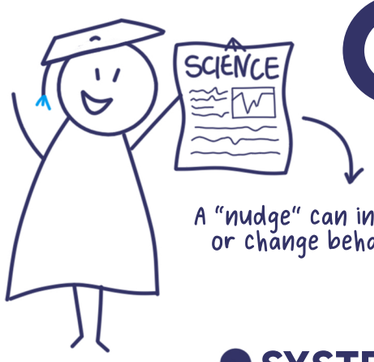
NUDGE DESIGN CANVAS

AUTHOR
COMPANY
VERSION

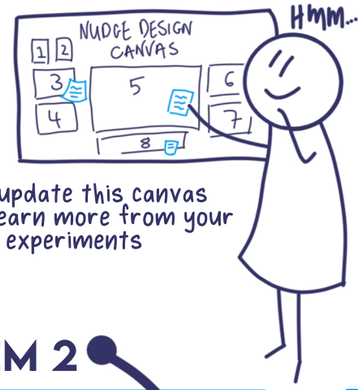
START



A "nudge" can influence or change behaviour

you can use nudges to encourage desired behavior

revisit and update this canvas often as you learn more from your nudge experiments



A nudge is any aspect of the choice architecture that alters people's behavior in a predictable way without forbidding any options or significantly changing their economic incentives. To count as a mere nudge, the intervention must be easy and cheap to avoid. Nudges are not mandates. Putting fruit at eye level counts as a nudge. Banning junk food does not [1]

1 What is the problem are you trying to solve?

2 What is the goal? What does success look like?

NOW

3 What current observable behaviors stand in the way of the goal?

FUTURE

4 What future observable behaviors would contribute to reaching the goal?

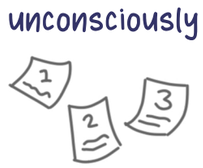
what do I need people to do?

SYSTEM 1

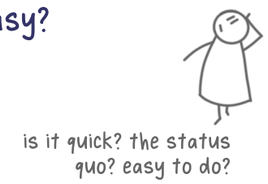
SYSTEM 2

5 List all the elements that you can see that...

...make the current behaviors unconsciously easy?



...promote or reward the current behaviors?



is it quick? the status quo? easy to do?

money? status? recognition?

...make the future behaviors unconsciously difficult?

...currently discourage or punish the desired future behaviors?

don't come to me with problems!

6 How could we make the undesirable behavior more difficult?

can we remove incentives? make it more time consuming? make it less easy?

7 How could we make the future desirable behaviour easier?

8 Design a nudge experiment using the statement and your analysis from 5-7

We are going to implement this nudge for this period of time.
We will know it works by measuring this observable indicator.

System 1 is our automatic system. It's very fast, unconscious, and most people experience it as instinctive. It's low energy, and does not involve 'thinking'. It uses patterns to navigate the world. Most of our time is spent in System 1. System 2 is only activated when System 1 runs into issues. Examples include catching a ball, looking away from people in an elevator and accepting EULA's.

System 2 is our reflective system. It's deliberate, slow and high energy. It's what we associate with 'thinking', it's self-conscious. It deals with the exceptions that System 1 can't handle. Due to its high energy cost, humans are optimised to minimise the time spent using it. Examples include logical reasoning, making a budget, planning your next holiday and parking into a tight spot.

make sure you specify measurable and observable indicators to evaluate the nudge before and after the experiment

repeat and revise

FINISH

Prosilience

[1] Thaler, R. H., & Sunstein, C. R. (2021). Nudge. Van Haren Publishing.
[2] Kahneman, D. (2012). Thinking, Fast and Slow. Penguin.

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